ORDER

Orders Order / Rev: 684827 Alt Order #: 06150675 **Product Desc: CROSSROADS GPS** Estimate: 595 **WUSA** Flight Dates: 05/30/12 - 06/05/12 Primary AE: Aaron Ashe Original Date / Rev: 05/18/12 / 05/18/12 Sales Office: T-WAS **Political** NAT Order Type: Sales Region: Agency Name: Crossroads Media/ POL **Buying Contact:** Billing Type: Cash **Billing Contact:** Billing Calendar: **Broadcast** 88 Canal Center Plaza Suite 555 Billing Cycle: EOM/EOC Alexandria, VA 22314 **Agency Commission:** 15% Advertiser Name: **Crossroads GPS** A35+ Demographic: New Business Thru: **Product Codes:** IS-Issue/Ballot,IS-Issue/Non Order Separation: 00:15:00 P-5 Priority: Advertiser External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
05/28/12	06/05/12	22	\$24,350.00	\$20,697.50

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
June 2012	22	\$24,350.00	\$20,697.50	44.10
Totals	22	\$24,350.00	\$20,697.50	44.10

Agency External ID:

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

AGY, GEN, POL

Order Share	Share	Total
WUSA	19%	\$24,350.00
Market	100%	\$128,157.89

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WBDC	0%	\$0.00
WDCA	0%	\$0.00
WJLA	24%	\$30,757.89
WMDO	0%	\$0.00
WPXW	0%	\$0.00
WRC	35%	\$44,855.26
WTTG	22%	\$28,194.74
WWPX	0%	\$0.00

_	Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
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E	₹ 2	WUSA	06/01/12	06/01/12	6-7a 9 News @ 6a	a CM	6-7a	F	:30	1	\$400.00P-4	1.20 NM	1	\$400.00
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		9 NEWS	NOW @	6AM										

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WUSA

Order / Rev:

684827

06150675

Adver

Advertiser:

Estimate:

Crossroads GPS

Alt Order #: Flight Dates:

05/30/12 - 06/05/12

Product Desc:

CROSSROADS GPS

595

Ln Ch Start End **Inventory Code** Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount E 2 WUSA 06/01/12 06/01/12 6-7a 9 News @ 6a CM 6-7a :30 \$400.00P-4 1.20 NM \$400.00 9News @ 6a 9 NEWS NOW @ 6AM Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 05/28/12 06/03/12 ----F--\$400.00 1.20 E 3 WUSA 06/04/12 06/04/12 9 News @ 11p CM M-Su 11-1135p :30 1 \$2,000.00P-2 M----3.40 NM \$2,000.00 9 News @ 11p 9 NEWS NOW @ 11PM Start Date End Date Weekdays Spots/Week Rating Rate Week: 06/04/12 06/10/12 \$2,000.00 3.40 1135P-1237A E 4 WUSA 06/04/12 06/04/12 \$800.00P-3 Letterman :30 1.40 NM \$800.00 Late Night with David Lettermar(11:35 PM-12:35 XM) **DAVID LETTERMAN** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 06/04/12 06/10/12 M-----\$800.00 1.40 E 5 WUSA 06/04/12 06/04/12 Price Is Right CM :30 \$650.00P-1 11a-12p M----2.20 NM \$650.00 The Price is Right **PRICE IS RIGHT** Start Date **End Date** Spots/Week **Weekdays** Rating Rate 06/10/12 Week: 06/04/12 \$650.00 2.20 E 6 WUSA 06/04/12 06/04/12 CM 4-5p M-----:30 \$600.00P-3 1.50 NM \$600.00 Dr. Phil DR. PHIL Start Date **End Date** Weekdays Spots/Week Rate Rating M-----Week: 06/04/12 06/10/12 \$600.00 1.50 E 7 WUSA 06/04/12 06/04/12 6-7a 9 News @ 6a :30 CM 6-7a M----\$400.00P-3 1.20 NM \$400.00 9News @ 6a 9 NEWS NOW @ 6AM **End Date** Spots/Week Start Date **Weekdays** Rate Rating M-----Week: 06/04/12 06/10/12 \$400.00 1.20 E 8 WUSA 06/04/12 06/04/12 **CBS Evening News** CM 630-7p M----:30 1 \$3,000.00P-3 1.60 NM \$3,000.00 **CBS Evening News CBS EVENING NEWS** Spots/Week Start Date **End Date** Weekdays Rating Rate M-----Week: 06/04/12 06/10/12 \$3,000.00 1.60 \$700.00P-3 :30 E 9 WUSA 06/04/12 06/04/12 9 News Tonight 7p CM 7-730p M----1.50 NM \$700.00 9 News Tonight 7p 9 NEWS TONIGHT Start Date **End Date Weekdays** Spots/Week Rate Rating Week: 06/04/12 06/10/12 \$700.00 1.50 E 10 WUSA 06/04/12 06/04/12 Entertainment Tonight CM 730-8P M----:30 1 \$1,600,00P-3 2.40 NM \$1,600.00 **Entertainment Tonight ENTERTAINMENT TONIGHT** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 06/04/12 06/10/12 \$1,600.00 2.40 E 11 WUSA 06/02/12 06/02/12 CM :30 9 News @ 11p M-Su 11-1135p 1 \$2,000.00P-2 3.40 NM ----S-\$2,000.00 9 News @ 11p 9 NEWS NOW @ 11PM Start Date **End Date** Weekdays Spots/Week Rate Rating ----5-06/03/12 Week: 05/28/12 \$2,000.00 3.40 E 12 WUSA 05/31/12 05/31/12 9 News @ 11p M-Su 11-1135p :30 1 \$2,000.00P-2 3.40 NM \$2,000.00 9 News @ 11p 9 NEWS NOW @ 11PM Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 05/28/12 06/03/12 ---T---\$2,000.00 3.40 E 13 WUSA 05/31/12 05/31/12 Letterman CM 1135P-1237A :30 \$800.00P-3 1.40 NM \$800.00 Late Night with David Lettermar(11:35 PM-12:35 XM) DAVID LETTERMAN Spots/Week Start Date **End Date** Weekdays Rate Rating Week: 05/28/12 06/03/12 ---T---\$800.00 1.40 E 14 WUSA 05/31/12 05/31/12 CM :30 \$650.00P-1 11a-12p 2.20 NM \$650.00

Print Date: 05/18/12 14:54:23 Page 3 of 3

WUSA

Order / Rev: 684827

Advertiser:

Crossroads GPS

Alt Order #:

06150675

Product Desc: CROSSROADS GPS

Flight Dates:

05/30/12 - 06/05/12

Estimate:

595

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
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Week: 05	/28/12	06/03/12	W	1	\$400.00	1.20						

AGENCY CREDIT RISK !!!
HARRIS RPT. F 7800 REP: TEL# 703 528 CREDIT ADVISORY: ORDER WORKSHEET

REP HEAD INE# 6150675

FROM REP

MAY18/12 12.16 *** WUSA-TV *** 5 - NOELLE RAMSEY D/P REC# CROSSROADS MEDIA LLC WASHINGTON GPS HSZ ISS/CROSSROADS CROSSROADS GPS CODE TAX 17/RTG SVC AARON ASHE CO-OP KEY 10/BILL 58/CITY 16/BYR 9/AREA DATE MO-SU EST#595 64/ACON 4/SISP# TYPE TYPE 2/ADVERTISER# 11/RATE CARD TAX XX 1/AGENCY# 14/ORDER 59/STATE 57/CO-OP 21/BILL 3/PROD# 63/PCON 20/EOS 5/REP# BIAS# WK-1 555 END DATE-JUNS/12 SUITE 66 CANAL CENTER PLAZA, 22314 ORIGINAL REV#0 *** 4> ALEXANDRIA, START DATE-MAY30/12 PARTIAL LINE/S ADDRESS AGENCY LINE/S ORDER DELETE ADD NEW

TO: LANCE REP:

FR: HILARY

NEW ORDER TTLS:24350

PLS CFM, THX! 5/18

A CASH IN ADVANCE SCHEDULE SI SIHL **** CON CM

CROSSROADS GPS

STS CD 23/ #US STATION C RATE 18/ /WK SPT PLAN PRICE 16/ PLAN 14/ SEC 595 13/ CLS EST# DATE END AGENCY BEGIN TIME PTRN LNTH DATE 12 BEGIN END TIME TIMI DAYS G #ZJ REP BS LN#

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\$600.00

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SPOT

9 NEWS AT NOON 2.3 9 NEWS AT NOON NEWS AT NOON PROGRAM : RA35+ : CON COM1: PROGRAM

REP: TEL# 703 528 7800 FAX# 703 528 7880

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

REP HEAD INE# 6150675 ORDER WORKSHEET HARRIS RPT. FROM REP MAY18/12 12:16
*** WUSA-TV ***

BS LN#	REP LN#	CD DAYS	BEGIN END TIME TIME PTRN	LNTH	BEGIN DATE		CLS SEC 13/ 14/ PLAN	PLAN PRICE 16/	SPT /WK	RATE SPOT 18/	STS · STATION CD SPOT CD SC# 23/ /LIN
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CON COM1: 9 NEWS TONIGHT

CREDIT ADVISORY: AGENCY CREDIT RISK !!! REP HEADTINĚ# 6150675

ORDER WORKSHEET HARRIS RPT. FROM REP

*** WUSA-TV ***

MAY18/12 12:16

BS RE	P # !	CD DP	YS		BEGIN FIME		PTRN	LNTH		END DATE	14/ PLAN	PLAN PRICE 16/	SPT /WK	RATE SPOT 18/	STATION CD SC#	STS CD :	
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REP HEADLINE# 6150675

MAY18/12 12:16 *** WUSA-TV *** FAX# 703 528 7880 REP: TEL# 703 528 7800
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS RPT. FROM REP

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BS R											JUN/12

CABL 08 WDCW 08 WDCA OF 35% WRC WJLA 248 WUSA 19% WTTG 22% MARKET TOTALS \$128,157

SVC- NSI DEMOS- RA35+*